JANUARY OFFERINGS

Of WANTED WHITE GOODS at Sharply Cut Prices.

The importance of these really remarkable price reductions is best learned by a personal inspection of the goods. Every item listed in this advertisement, and many more, will be offered at such attractive prices that the shrewd shopper will realize that now is the time to buy and save money.

WHITE FLANNELETTES at special Cut Prices.

WHITE TABLE DAMASKS still offering at attractive prices.

A JOB LOT OF WHITE LAWNS. Values up to 20c. We offer at an all round price . . . . . 12c.

WHITE TUCKED LAWN (Lace Insertion). Regular 27c. . . . . NOW 20c.

WHITE TUCKED LAWN (Lace Insertion). Regular 30c. . . . . NOW 22c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 30c. . . . . NOW 22c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 35c. . . . . NOW 27c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 40c. . . . . NOW 30c.

ONE PIECE VERY FINE TUCKED LAWN. Regular 60c. . . . . NOW 45c.

White Laces and White Embroideries.

An immense showing of High-Class Laces and Embroideries that will appeal to the particular woman.

Marshall Bros

On a Liner in War Time

Rev. Dr. J. D. Jones, of Bournemouth, has an interesting description in the British Weekly of his five weeks' journey home from Australia in the Moldavia, and of the incidents on "a liner in war time." They had no desire to meet the Emden (then busy) so they "stole along through the night, shrouded and veiled."

"I am quite sure the Moldavia never carried a company like the present one. With some half a dozen exceptions, all the passengers are either soldiers or would-be soldiers, or connections of soldiers.

Splendid Young Australians.

"Many of the men were young Australians coming home to volunteer. It speaks volumes for the loyalty of Australia that these young fellows, hailing from the ranks of the well-to-do, should rush home at England's call to risk limb and life for her, as privates in the ranks. For obviously rich though they were, they were not going to wait for commissions. They were willing to face all the rough-and-tumble of campaigning.

"At Colombo we took on a couple of distinguished officers and about sixty young Englishmen—tea planters, engineers, timber merchants—all of them bound for the war. I confess to feeling a thrill of pride as I looked at these clean-limbed, open-faced young Englishmen. They are the pioneers of our civilisation in the Far East; they are building up our Empire; they are driving the road and bridging the ford. Many of them occupy lucrative positions. But at the old home's call they give up everything that they may hurry to her help.

"Ever since they came on board our ship has been like a military training camp. Every morning before breakfast they are up doing gymnastic exercises and getting themselves fit. In the course of the morning there has been regular military drill. At all hours of the day groups have been busy seeking to master the mysteries of signalling. Lectures, too, have been given by Major McHardy, a distinguished artillery officer, on various aspects of military operations, and by Lieutenant-Colonel Irwin, of the Army Medical Corps, on first aid, etc. Altogether, instead of being on a peaceful mail steamer, it has felt sometimes as if we were in the camp on Salisbury Plain.

"Perhaps the most pathetic reminder of what war means came to us at Aden. At Aden we took on board nearly 200 people. They were the wives and children of Indian officers who had proceeded to the war. I should think there never was a ship's company in which the women so completely outnumbered the men. I fancy, as I look round the dining saloon, there must be at least five women to every man. And the children—tiny tots most of them—number sixty. The P. and O. people apparently do not care very much about having children as passengers. They don't encourage them, and make no special provision for them. But this time the children have fairly taken possession of the ship. They have commandeered the one sitting-room there is on board, and from early morning till after five at night it is practically a nursery and nothing else. But no one is disposed to grumble. We realise why these women and children are here.

Some Brave Englishwomen.

"In fact, far from feeling disposed to grumble, I have been filled with admiration for the high courage of these officers' wives and the brave face they put on things. Their husbands are going out to face wounds and death. Some of these women before many weeks are passed are bound to be widows, some of these children to be fatherless. But if any such dark forebodings cross their minds they banish them. They put a 'cheerful courage on.' They can even find it in their hearts to dance. It isn't that they are hopelessly shallow and frivolous—but they are splendidly brave.

"I am a good bit of the Puritan myself, and dancing does not appeal to me. But I confess to admiring the gay courage of these Englishwomen. All the brave women did not live in Sparta. Their hearts could not fail to be racked with anxiety, and perhaps in secret they may have given way to tears, but in public they held their heads high. They were the kind of women who would send their husbands off to the war with a cheer."

How Zam-Buk Cures Skin Diseases.

As soon as applied, Zam-Buk penetrates right to the very root of the disease and kills the cause thereof. The rich herbal essences then so stimulate the cells below the surface that new healthy tissue is formed, which, as it grows, forces out the diseased tissue. Zam-Buk cures from the bottom up. This is the reason that sores and skin diseases cured by Zam-Buk, do not return.

Zam-Buk is entirely different from all other ointments. It does not contain harsh minerals, or poisonous coloring matter. Nor does it contain coarse animal fats, which, in a short time, go rancid. Zam-Buk will keep indefinitely.

Many people have been cured by Zam-Buk after having suffered years and spent hundreds of dollars trying various remedies in vain. If you suffer from any skin disease or injury, benefit by the experiences of others. Try Zam-Buk first. Don't trouble with useless remedies.

Zam-Buk is unequalled for eczema, piles, pimples, cuts, burns, bruises, cold sores, frost bites, chapped hands, and all skin diseases and injuries.

We are so convinced that a trial of Zam-Buk will prove to you its superiority, that we will send you a FREE TRIAL box on receipt of this article, name of paper, and 1c. stamp to pay return postage. Address Zam-Buk Co., Toronto.

All Druggists and Stores sell Zam-Buk at 50c. box.

INSTRUCTIONS TO BRITISH MERCHANT MARINE.

London, Jan. 2.—The Board of Trade to-day notified the British merchant marine that it is essential for the captains of all British merchant ships always to have on board their bills of lading and a manifest of the cargo. Neglect to comply with these instructions, it is set forth, may result in merchant ships being stopped and delayed by warships of Great Britain or of the allied navies. It is anticipated that the production of manifests will assist in the passage of neutral cargoes without detention to the ships.

If the Allies Win-- If Germany Wins.

Prof. Franklin H. Giddings, of Columbia University, one of the greatest authorities in Sociology and Political Science in answer to the above two questions, says:

"If the Allies win there will be a settlement of some sort, a pretty poor settlement perhaps, but a settlement by negotiation in which the United States as a great neutral and disinterested nation will be sure to play an important part.

"But if Germany wins, if the dreams of the military party come true, if the doctrines of Trietschke and Bernhardi prevail, then there will be no negotiation. There will be only submission. Germany will say to the world powers: 'You're licked. Take your medicine, and we will take the rest.'

"The world will be Prussianized. Everywhere except in America the triumph of absolutism will be complete. The spirit of democracy and all liberal thought will be utterly crushed. World-power such as has never been known in history will be wielded by a nation that has developed along materialistic lines, that is steeped in the teachings of Nietzsche, that believes weakness the essential evil and might the essential righteousness and compassion the only sin—a nation that denies the right of sovereign peoples to both create and enjoy constitutional liberty.

AMERICA'S TURN NEXT.

"Now, discarding all the bosh about what should be and facing the things as they are, this one great fact stands out: Thoughtful men are saying: 'If Germany wins it will be our turn next. Now whether they are right or wrong as to that, there can be no question as to what it means.

"It means that if Germany wins we become a militaristic nation. We have no choice. Democracy must arm to defend itself against autocracy; must arm to preserve liberty and all the things this country stands for. We have a population of 100,000,000 which is growing faster by immigration than that of any other country, and will grow still faster after the war. We have a stupendous amount of natural wealth. For every dollar that Germany puts up as an ante in the great game of armament, the United States will have to put up two.

"Of course this will give pain to many good people, and great numbers of us will be sad and not approve of it; but that is not the issue. It is not what we want to do but what we shall have to do. The fact we have to face is that if Germany wins, rightly or wrongly, and whether we like it or not, the United States will become one of the greatest militaristic nations on the face of the earth. Not because any one wants it, but because it would be our only salvation."

FITS CURED Send for Free Book giving full particulars of **Trench's Remedy**, the world-famous cure for Epilepsy and Fits —Simple home treatment. 25 years' success. Testimonials from all parts of the world; over 1,000 in one year.

TRENCH'S REMEDIES, LIMITED, 711 St. James' Chambers, Toronto.

Oranges, Grapes, etc.

Now due per s.s. Durango:

50 cases Sweet Oranges.
30 kegs Cluster Grapes.
30 cs. Silverpeel Onions.

Potatoes.

P. E. I. Potatoes in 90 lb. bags.

Soper & Moore.

'Phone 480.

Clothing the Army.

Some idea of the needs of an army such as Britain now has at the front and at home may be gathered from the following statements and figures published in the 'Times.' In peace times the issue of boots for one year amounts to 245,000 pairs, but at present there are, delivered or on order, 6,500,000 pairs for first outfit and upkeep for six months only, and it may be imagined that the bootmakers in these islands are busily employed. Similarly, we usually issue 114,000 pairs of woollen drawers a year, and have now 7,000,000 pairs on order for half a year.

Instead of 43,000 greatcoats, we now need 1,500,000 in hand; 250,000 service dress jackets has increased to 5,250,000, not to speak of 5,000,000 pairs of trousers, 4,500,000 pairs of puttees, 11,000,000 shirts, 11,000,000 pairs of socks, besides caps, pants, Highland shoes, cardigans, towels, field dressings, and so on in the same relative proportions.

Since the beginning of the war, apart from the issues made locally by Territorial Associations, 1,000,000 pairs of boots, over 2,000,000 pairs of socks, 1,000,000 shirts, and 500,000 caps have been delivered to the army.

The result of this huge demand for necessities for our troops has been that the price of wool and other materials has gone up very considerably. It is pointed out by the newspaper already referred to that there has been a large amount of speculation in all military supplies, and that middlemen have been at work to make a profit out of the national emergency. And some very smart deals have apparently been made, judging by one case cited. One middleman bought 5,000 jerseys at 3s. 11d., offered them to the War Office at 4s. 5d. and was refused, then planted them upon a Territorial Association at 6s. 11d., thus making a profit on this one deal of £750.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia, and all aches and pains. For sale everywhere.—jan2,tf

WE MUST BE PATIENT.

(London Telegraph.)

We can but posses our souls in patience, secure in the knowledge that the Franco-British armies are holding the enemy more tenaciously than ever, and that the situation turns daily more and more to their advantage, however slowly. The whole of the troops engaged are winning an immortal name. The words of praise lately given by Sir John French to the men under his command might be uttered by the spirit of European civilization to all the forces now battling in her defence: "I have made many calls upon you, and the answers you have made to them have covered you, your regiments, and the armies to which you belong with honor and glory."

SERVIAN WOMEN.

There is no country in the world where women occupy a more dignified or honoured position in the home than Servia. The Servian idea is quite different from that of the Turk, who keeps his women behind shut doors, or the German, whose ideal woman is a good hausfrau. In Servia the woman is the companion of the man.

A man is responsible for his unmarried sisters, and throughout the Balkan States it is considered rather a breach of etiquette for him to marry before his older sister.

No Servian girl would feel she could hold up her head in society unless she could speak four languages. There is hardly a Servian woman who cannot play some musical instrument. Embroidery, painting, drawing, and sculpture are all studied.

Servian women are very domesticated, and the highest ladies pay personal attention to trivial matters of housekeeping.

There are two women doctors practising in Belgrade, and women teachers galore. But public opinion on the whole is rather against women entering the labour market.

AMERICANS HAVE DISCOVERED A CONSPIRACY.

New York, Jan. 3.—Through a series of arrests in this city, and one in Philadelphia on Saturday, there has been brought to light what the Department of Justice alleges was a well organised conspiracy to enable German army officials and reservists to return to Germany on fraudulently obtained American passports.

Most important of the arrests, in the belief of Government officials, is the one made in Philadelphia, the prisoner there being Maurice De Iches, prominent as a lwyear and politician in this city.

Honor for General Joffre.

London, Jan. 4.—The Morning Post correspondent telegraphs from Paris: "The probability of General Joffre being appointed Marechal de France and elected as a member of the French Academy, is being discussed more and more freely here. Already the rank of Marechal has been re-established in the French Army, though as yet there is no holder of the position, and during the last few days the people have been considering what precedents existed for electing to the ranks of the immortals a man who has distinguished himself by his acts rather than by his writings."

Poverty Stricken Vocabularies.

By RUTH CAMERON.

When one knows a person intimately for many years, one can frequently tell just about what he will say under any given conditions.

It is more or less common experience with most of us to find ourselves echoing in our mind the answer of some friend before he has spoken. Is it telepathy? Perhaps so. It is by no means unthinkable that minds so attuned should send thought waves to each other, just as the wireless instruments send sound waves. But I think there is also a less interesting and more prosaic factor in this situation.

One reason why we know what our friend is likely to say is that we know his vocabulary. And that vocabulary is not sufficiently extended to make difficult to select the words he will use. Because we understand the trend of his mind, we know what he will think; because we are familiar with his vocabulary we know how he will express it.

How Many Words Do You Use?

The vocabulary of the average man has been estimated at about 500 words; the uneducated uses three hundred or less. Shakespeare used 15,000. That shows what the human mind is capable of. Compare that with the 500 that you or I, as the average man, use and let us think shame to ourselves that we are content to be so poverty stricken.

Just think, there must be at least 100,000 words in the dictionary (I am computing roughly from my dictionary, as I have no exact information at hand), and you and I, with all this wealth at our command, get along with a miserable 500, less than a hundeth part of our whole resources. What misers we are, to be sure.

Of course you understand that 500 words represents a man's speaking and not his reading vocabulary. We meet words in books day after day and understand them perfectly and yet never think of introducing them into our conversation. Why should we, you ask, when we have familiar, simple words that express our meaning just as well.

Because these words do not express our meaning just as well. In a broad way they serve our purpose, but they do not express exact shades of meaning. They make it possible for us to be articulate, but not to be accurate.

The artist, expressing his conception of a landscape in pigment on canvas, has recourse not only to the tube marked "Green" to paint trees and grass, nor only to the tube marked "Blue" to paint in the ocean or the sky, but to many other colors that express more subtley and definitely the exact shade he wishes to express. The better the artist, the closer and more subtle his interpretation of the many shades of nature. And the better the conversationalist, the closer and more subtle his expression of the many shades of meaning.

Making a Friend of the Dictionary.

The breadth and accuracy of a man's speaking vocabulary is the surest hall mark of his culture. Don't be afraid to use the words you find in books. If you can't pronounce them or fully understand their meaning, look them up in your dictionary.

And have the dictionary handy. Don't stow it away in the bookcase where it is a painful task to consult it. Make it part of your family life; a member of the family circle. Make a friend of it and teach your children to do the same and it will surely be a good friend to you and yours.

Ruth Cameron

Down and Out.

Misfortune punched you in the neck, and knocked you down and tramped you under; will you survey the gloomy wreck, and stand around and weep, I wonder? Your hold upon success has slipped, and still you ought to bob up grinning; for when a man admits he's whipped, he throws away his chance of winning. I like to think of John Paul Jones, whose ship was split from truck to fender; the British asked, in blawsted tones, if he was ready to surrender. The Yankee mariner replied, "Our ship is sinking at this writing, but don't begin to put on side—for we have just begun our fighting!" There is a motto, luckless lad, that you should paste inside your bonnet; when this od world seems stern and sad, with nothing but some Jonahs on it, don't murmur in a futile way, about misfortune, bleak and biting, but gird your well known loins and say, "Great Scott! I've just begun my fighting!" The man who won't admit he's licked is bound to win a triumph shining, and all the lemons will be picked by weak-kneed felows, fond of whining.

There is no Wine so good as—

CONVIDO PORT

This is the Verdict Of Everyone— Everywhere— and Every Time. No Sediment.

D. O. ROBLIN, Agent Canada, Toronto.

JOHN JACKSON, Resident Agent, St. John's.

War News

Messages Received Previous to 9 A

TWO TURKISH ARMY CORPS STROYED.

LONDON, Jan

To Governor, Newfoundland:

French and Russian Govern report no important develop excepting continued Russian off in Bukowina. Further reports Caucasus confirm the complete acter of the Turkish defeats, t my corps being almost annihila

HARCO

GERMAN AIR RAID FOIL

LONDON, Ja

To Governor, Newfoundland:

French and Russian repor satisfactory. German aeropla tempting to approach Dunkir put to flight. Violent German at various points were repulse sian offensive continues in Bu

HARCO

AUGUST RUMOR CONFIR

PARIS, J

Premier and Madame Viv France, have received official mation of the reported death youngest son, on the field o He fell on August 22nd at Cus

RECRUITING SATISFACT

LONDON, J

"We have every reason to fed with the rate at which coming into the army, but will be drawn from me as to bers recruited, for the reason value of such figures to the would be enormous," said Ba ces. Under Secretary of St War, speaking for the Govern the House of Lords, to-da know Germany is raising number of new troops outs usual military organizations. part of her population not trained to arms. No inf could be of greater value to us have the details concerning gress of that work and how men they are getting and The number they have or have would be information highest military importance Allies."

Baron Lucas added that Ea ener, Secretary for War, was with the rate at which recru proceeding, because he was supply equipment at a rate surate therewith. No troops to the front were being k owing to lack of equipment

Dealing with Viscount M charge concerning the inec the burden on different par country, resulting from the system of recruiting, Lucas thought this was inevitable. pointed out that under the system the country was av enormous dislocation of which followed the mobilizat great conscript armies of th ent.

Earl Selborne said he d the Government had impre nation with the task the facing. The first object of ish Army was to turn the out of Belgium, and if the f cance of this task were r would have a powerful eff cruiting.

Viscount Haldane, High lor, replied on behalf of th ment. He agreed with Sel timate of the gravity of the said he was one of those hoped the more peaceful Germany might prevail, bu aware of the danger to be from the military notions laid hold of the mind of t people. While at the War had set himself, during yea to military organization expansion, if necessary. suggestion of compulsory said he thought this was although in a time of nat sity it might be necessar thereto. That time, howev yet come, and the Govern not adopt such a system gravest consideration. R some of the technical prob war, Haldane remarked t lies, at an early period in had been behind in resp guns. This condition has rectified, he declared.

"We are fighting for n than the life of the nation cellor said, "in circumstan makes it the duty of every everything he possesses most in the scale for succe tory can be sufficient whi preclude the recurrence o tion in which we are now is an enormous one, and the case of each of the A us rests the burden which than that of either France the burden of keeping the seas."